

METHODS AND SYSTEMS FOR INTEGRATING  
MARKETING, PRODUCTION, AND FINANCE

ABSTRACT OF THE DISCLOSURE

5 A multi-year integrated marketing, production and financial system for use in a manufacturing business is disclosed. The system is configured with a plurality of spreadsheets to integrate a multi-year market forecast for all products produced with production specifications, production and performance parameters such as capacity, efficiency, waste levels, materials, utilities and labor cost, and production scheduling. The system further provides for unit or brand costing, including all fixed and variable financial aspects of the business and instantly shows impact to Earnings Before Interest, Taxes, Depreciation and Amortization (EBITDA) from even the slightest change to any parameter in marketing, finance, or production.